

## Arizona County Lodging Indicators: January 2007

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	45.1%	10.8%	\$60.35	7.8%	\$27.24	19.5%	12,943	10.9%	28,675	0.0%
Cochise County	73.7%	12.2%	\$60.92	9.3%	\$44.90	22.5%	56,801	9.5%	77,066	-2.3%
Coconino County	33.4%	-1.5%	\$61.92	11.5%	\$20.65	9.7%	104,929	-1.6%	314,619	0.0%
Gila County	63.1%	10.3%	\$62.20	6.2%	\$39.24	17.2%	21,023	10.3%	33,325	0.0%
Graham County	80.8%	20.6%	\$70.45	12.1%	\$56.93	35.2%	9,468	20.6%	11,718	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	75.7%	3.4%	\$146.11	14.4%	\$110.63	18.4%	1,208,917	2.6%	1,596,686	-0.8%
Mohave County	48.3%	-12.2%	\$65.54	10.2%	\$31.68	-3.1%	63,733	-10.3%	131,843	2.1%
Navajo County	48.4%	9.8%	\$53.30	6.6%	\$25.79	17.0%	49,114	9.8%	101,494	0.0%
Pima County	72.7%	3.9%	\$116.44	11.8%	\$84.67	16.2%	348,630	3.8%	479,415	-0.1%
Pinal County	77.3%	2.0%	\$86.85	9.3%	\$67.11	11.4%	34,952	5.1%	45,229	3.2%
Santa Cruz County	70.3%	9.7%	\$71.20	7.8%	\$50.05	18.2%	19,807	9.6%	28,179	0.0%
Yavapai County	50.6%	-3.8%	\$96.40	15.2%	\$48.74	10.6%	71,113	-3.0%	140,647	0.9%
Yuma County	83.4%	0.8%	\$80.88	11.1%	\$67.49	12.1%	68,982	0.9%	82,677	0.0%

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		change*		change*		change*		change*		change*
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n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.